

FOR IMMEDIATE RELEASE

## SHOWCLIX SECURES SERIES B FUNDING

### *Series B round of \$1.65 million led by Swallow Point Ventures*

PITTSBURGH, PA – March 10, 2011 – ShowClix ([www.showclix.com](http://www.showclix.com)), a full-service event ticketing company, today announced that it has secured a \$1.65 million Series B round of funding. The round was led by Swallow Point Ventures and included Pittsburgh Equity Partners, Woodland Partners, Innovation Works, and Smithfield Trust.

The funding comes on the heels of the company experiencing tremendous growth in 2010, including a 650% increase in ticket sales, a 275% increase in clients, a strategic partnership with Groupon, and the addition of The Museum of Modern Art in New York City, Lucas Oil Speedway and Val-Du-Lakes Pavilion to its client portfolio.

ShowClix, which has built its business to date with online marketing and advertising tactics, will invest this round of funding into expanding sales, marketing, and product development.

"We've always tried to operate in a lean, capital-efficient manner and have never felt it necessary to have a large war chest of funds available. However, we did believe that it was important to raise sufficient capital to throw some fuel on the fire and increase our sales and brand awareness," explains ShowClix CEO Joshua Dziabiak. "We were also excited to have the opportunity to add Harris Jones to our Board of Directors, as his extensive experience in both the mobile industry and in international business will be very valuable to the company moving forward."

"ShowClix has just completed an impressive year of growth and we are pleased to be able to join the existing set of investors," says Harris Jones, Managing Partner of Swallow Point Ventures and former CEO of T-Mobile, UK. "ShowClix has the rare combination of a top leadership team, innovative services that customers have found easy to adopt, and a market that is eager for fresh competition."

ShowClix focuses primarily on providing ticketing solutions to mid to large-size promoters, event organizers and venues that rely heavily on the company's online marketing tools, box office processing and admissions solutions. The company has also had success with its self-service model, which is used to power smaller events.

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**About ShowClix:** ShowClix is a full-service, primary ticketing company that provides venues, promoters and event organizers with innovative solutions to manage every aspect of their ticketing operations, including online and telephone ticket sales, box office management, admissions control, and event promotion. The company currently works with over 1,800 live music venues, performing arts groups, museums, festivals, nightclubs, artist management companies, non-profit organizations and colleges and universities around the world. For more information about how ShowClix is bringing innovation to the ticketing industry, visit <http://www.showclix.com/ticketing>.

**About Swallow Point Ventures:** Swallow Point Ventures is a Pittsburgh-based growth capital firm that focuses on technology opportunities in the mobile, software, communications, and alternative energy industries.

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